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journal  
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Taste



Craft Beer  
& Visual Arts

by  
Conor  
Campbell



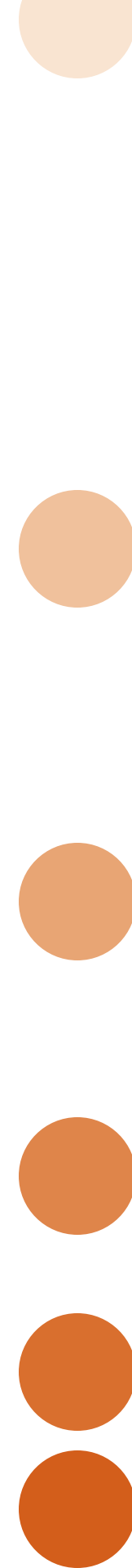
## Designed Taste

**Designed Taste**

**Craft Beer & Visual Arts**  
**By Conor Campbell**



**When my friends and I reunite, plan A is always a bar. Getting food and drinks is a social event shaped by the establishment you go to and the people you are with. Studying graphic design has expanded my appreciation for bars and restaurants' attention to branding and atmosphere, influencing the experience I have with my friends. Breweries have always stood out to me in their attention to serving their community and pushing their brand to a high level. How accurately do these three breweries represent themselves to their community and could viewing these brands through two lenses, a designer and consumer highlight some faults or hidden successes.**



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- Separatists Beer Project

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**introduction**

### Lens of a designer

Roy-Pitz Barrel House the creative approach to supporting local communities and making art. Urban Village Brewing Company the community committed brewery embracing the impact of good food in their industry. Separatists Beer Project, brewing and business in the modern age. I chose these breweries because of their differences, they all prioritize different aspects of their brand. I am most interested in the accuracy of these brands' intentions. Businesses can convey themselves however they want but its the execution that has the cultural influence on how people perceive them. Urban Village's aesthetic is rustic, classic and limited in their branding but their location is alive and loud with music and merchandising. Roy-Pitz has infrastructure and invested heavily to their website and artistic appeal but lack a thriving social presence to push the communal connectivity further. Separatist Beer Project is exceeding expectations on their social presence but feel incomplete when interested in online merchandise or ordering. These three successful breweries are capable of being critiqued because of their faults. Their pros heavily outweigh the cons and make for interesting topics when it comes to experiencing their brand.

Through this project I want to explore two different lenses, the lens of the designer and the lens of the consumer.



Imager from pabrewreview.com/Brewery/  
SeparatistBeerProjectBlendery

### Brewing Culture

Like any home recipe, beer has ingredients, measurements and care to produce. Anyone can imagine how 10 different apple pies can have entirely different tastes. Pies or beer can be made in mass production to be served on shelves by the thousands or produced in small batches. Much like baking, brewing is an art, which luckily for us people have mastered and distributed for all of us to enjoy.

Cooking and science are hand in hand when it comes to their process. The time and temperature at which something is heated, the interaction between two different ingredients come down to decimal points. Recipes that have been mastered for hundreds of years are iconic tastes which we as the consumer will ultimately prefer or perhaps despise. The quality of the craftsmanship is as vital as the quality of the ingredients. With such a successful industry cemented in many cultures, growth is inevitable. The Sumerians in 4,000 BCE were first creating beer and today in 2022 people are still looking at this craft with awe.

For the brewing industry, improvement over time is evident. Now using modern metals, industrial machinery, infrastructure going back hundreds of years. Brewing has adapted and grown in many different ways, most interestingly to people of my profession, their attention to visual design.

### What is a brewery

A brewery is typically a company or business making and selling beer. There is an entire infrastructure behind how the consumers will eventually enjoy the beverage. When a location strictly makes beer it could be called a plant, where the primary focus is making and packaging products intending on stocking secondary distributors. Locations which this project will be focusing on called Breweries, Brewpubs, Brew house, Beer house Etc, may not only make and package beer but distribute in house.

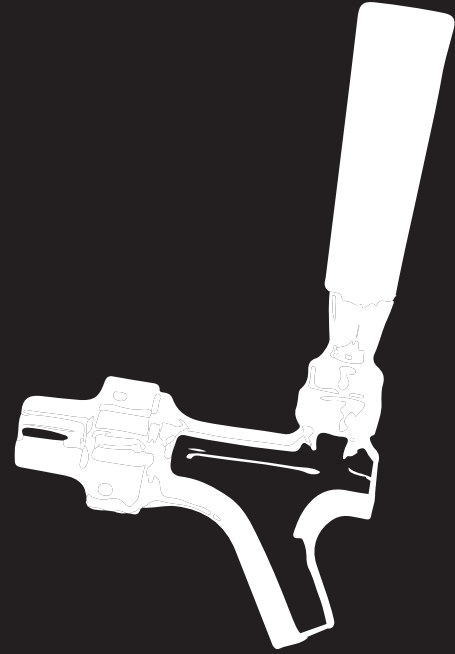
These “smaller” operations are what most people enjoy today because of their variety, locations and iconic experiences. Many of these locations brew in house and aren’t scared of showing off their industrial machinery to immerse the consumers in the brewing scene. These smaller operations are sometimes bars, restaurants, excursions that have maintained a level of tradition over the hundreds of years of use. The logistics of brewing are outside the intentions of this project but in short everything is designed. The main ingredients, water, barley, hops and yeast serve as bases for the main six categories of what people expect, belgian, cider, IPA, Light, sour, and stout beer. All entirely different but standard, now how can a brewery for example sell their iconic IPA.

### Trying Something New

Breweries are constantly experimenting, trying something new is a major interest at breweries. Many breweries will sell flights or smaller drinks, rather than a 16 oz. Sometimes you can get 12 or even 6. Some breweries go as low as 4 oz craft beers if you are trying to work your way down the list. It’s nice to note that I’ve never been to a brewery that was not okay with getting a taste test, a simple shot of beer. While it’s not conventionally the best way to taste the drink it is common. Everyone has a preference in taste, whether you like dark heavy drinks or light and fruity drinks, I’d encourage people to try them all. My friends and I when visiting a new brewery and ordering flights will intentionally not order the same thing

so as to taste as many different drinks as possible. Typically after that flight we would order a pint of whatever we liked most and get to it. When visiting a brewery consider trying different genres of drinks. I didn’t know I liked ciders until I visited Vermont and was basically instructed to get one. Today, I love the idea of trying a new drink. I’ve expanded my palette and determined I like mostly anything except sours. I’ve also learned that beers containing lactose are a cheat code for an objectively good craft beer. I encourage anyone when visiting to at least trying something new the breweries that offer smaller portions are perfect and give you the bang for your buck when considering their ABV.





# Graphic Design & Business



## Graphic Design and Brand Essentials

One of the most frequently studied variables in market research is brand awareness as it is considered (Keller, 1993) an essential factor in decision making underlying many consumer purchase behaviors. In the process of deciding to buy a product, if people recognize the brand of an object, they are more likely to purchase it (Macdonald and Sharp, 2000). Thereby, all other things being constant, brand notoriety provokes an increase of sales (Kim and Kim, 2005).

My intention of sharing this statement from Comparatives values of variables related to a brands identifier is to first share the role within the brand. The primary role is to be recognizable, people are attracted to a product if they have a level of familiarity with it. This plays into a identifier being unique and earning the attention of the audience through a visual identity alone.

Another role of an identifier within the brewing scene is appeal. Like any logo, symbol or wordmark there are typically conceptual ideas though `t of during the creation.

To summarize what an identifier is, designers know them as Logos, Symbol/ Emblem, Workmarks, Letter mark and Icon. These three words best summarize the faces of business, if you know what a business looks like, it has an identifier.

## Brand

Graphic design has existed long enough for its role in society to be easily understood. However, unlike architecture, literature, or the fine arts it has developed without much theoretical reflection. It has evolved into a sophisticated practice in a piecemeal fashion, with scattered efforts aimed at the development of sub areas such as posters or books, but without either the critical apparatus in literature or the discussion in architecture. (Jorge Frascara, Grapghic Design or Social Science.)

My intention with this article is to communicate the intentions of graphic design thoroughly so you as a viewer understand its impact on business. While graphic design does not consist of masterful marble sculpting, or the expression of an individual evident in the weight of a brush stroke, there are very sophisticated decisions. On the surface yes, we do design posters, books, or advertisements but within these everyday conventional media we calculate decisions and learn early in design that intention is everything. Designers understand the value of our craft within business. Successful designs within businesses are evidence. Making Iconic symbols such as four gridded squares sometimes different colors

represent one of the biggest computer companies in the world. The point is graphic design represents everything regardless of the size.

My emphasis on this aspect shifts the designer's center of attention from the interrelation of visual components to that between the audience and the design, recognizing the receiver as active participant in the construction of the message. (Jorge Frascara, Grapghic Design or Social Science.)

This statement is breaking down the science regarding the relation between graphic design and business. A designer needs to restrict their artistic preference and work with the receiver (the business representative) for their business's intended audience. Having a close dynamic between designer and business for clarity is crucial and begins to show the impact a designer has on the business' visual identity. It follows that decisions relating to visual aspects of the design should be based not only on compositional concerns, but also, and chiefly, on the study of human communication. This emphasis on the receiver within the conventional scheme of transmitter- receiver opposition places visual communication design opposite to the romantic conception

of art as self-expression, thus avoiding one of the distorting conceptions of the profession.

When designing for a business, expression, individuality and creativity are still present but in regards to the business and less that of the artist. More complex projects could be seen as more in depth businesses that have a strong relation to their audience. A designer needs to design for a business's community and not for self respect or prestees portfolio. A clients success is a more valuable measurement of successful design. Graphic Design is research and art, both based on social norms and preference to gain attraction. (Jorge Frascara, Grapghic Design or Social Science.). In addition to creating physical artifacts (all of those booklets, brochures, and banner ads), graphic designers also help clients strategize aout how to build strong brands and craft communications that resonate with their target audiences. As such, we are the message makers. The messages designers make, the brands we build , and the causes we promote can have impacts far beyond the paper we print on. (Green Graphic Design, Brian Dougherty)



Nike

### Logos, Symbols and Icons

A logo is the most broad term for an identifier. A Logo could be a symbol/emblem, wordmark mascot etc. However, in a technical angle its odd to call the KFC logo a symbol, the iconic general is a person, an actual form that we recognize as something that actually exists, we can name him.

This is the opposite of symbols, A symbol by definition is a mark or character used in a conventional representation of an object, function or process. A symbol is a form that will have a level of abstraction, we typically don't have it in the physical world. An example is the NIKE swoosh, we cannot find and interact with a swoosh, it is not a thing that existed before being created.

The last ideology is the opposite of a symbol, an icon. An icon is an identifier which represents an existing thing. An icon can be simplistic, stylized and abstract but will be identifiable or linked to something that is real in the world.



Fedex

### Word Marks and Letter Marks

A Word Mark is a distinct typographic solution for a business's identifier. Word Marks are commonly a part of a brand's logo, having a role in the design's visual system. Fedex has a Word Mark, spelling out the name of the business in a conceptually appealing and recognizable manner.

A more simplistic yet similar solution as an identifier is a letter mark. A good example is Lusvton where the L.V. is the identifier but you often see the spelled out brand on merchandise. Typographic solutions are like any other identifier and impact the brands appearance.



Trix

### Mascots

A mascot is ultimately an identifier. The figure is meant to represent the business or company. An industry that is a good example of mascots as that identifiers are cereal. A crazy rabbit, greedy leprechaun or a humble tiger all carry the same responsibility in regards to branding. Comparing mascots to other identifiers could help compare the impact one has next to the other. While all these solutions operate similarly they can create entirely different experiences based on their audience.



kafka4prez / Flickr: kafka4prez / Via Creative Commons

### Off Brand

There is an interesting dynamic between "Off brand" products. On one hand yes of course these brands are lacking creativity and act as parasites, leaching off an already established company. But on the other hand, sometimes off brand products highlight the quality of the main one, acting as a pedestal and persuade people to stick to main brands. Legality, quality, and consumer aside, from a design perspective I might be in the minority saying these off brand designs are harmless, if anything act like a free but not profitable advertisement. That said often times these off-brand options are more affordable and because of that, popular.

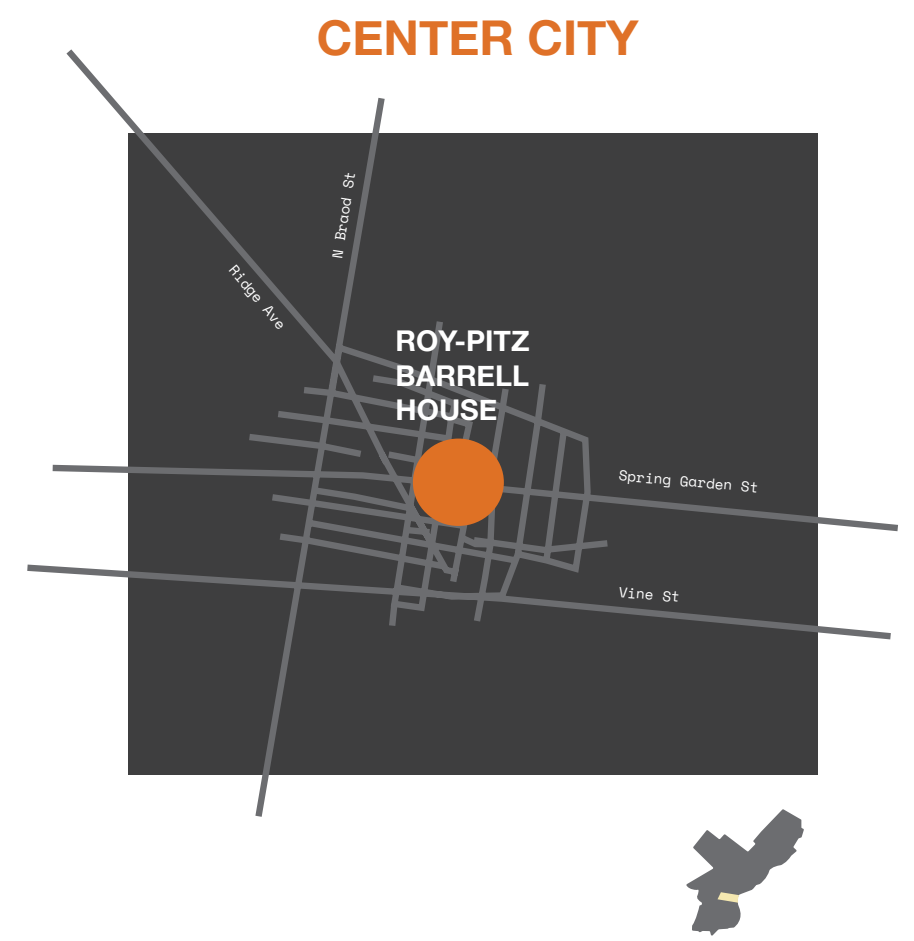




**The Break  
down**

# Roy-Pitz Barrel House

990 Spring Garden St  
Philadelphia, PA 19123  
215-995-6792



### Roy-Pitz the Collabrative

While I have only had the pleasure of visiting their Philadelphia brew house they have three other locations in Chambersburg PA. Roy-Pitz itself is a community throughout the business from the farmers, brewers, chefs and artists who can all express their passion to create a truly original and meaning brand. Roy-Pitz in their "Liquid Art Stories" shares all of their background and front end contribution to the local community. Starting with a local 4th generation potato grower named Bryan Bender whose family has been growing potatoes in Chambersburg PA for over 100 years. Roy-Pitz says "Not only are they the best, but serving them and knowing that we know where these potatoes came from, and our friends were the ones putting in the time to produce them, we knew the story was

going to ring true to our customers and be true to what Roy-Pitz is about as a brand."

Head Brewmaster Chris Collier says "My art is brewing craft beer" in a short sharing how he got involved with Roy-Pitz. While looking to make a big impact in a company after studying brewing he believed finding a place with "Liquid art" already trademarked was "a perfect fit". Roy-Pitz is collaborating with these artists. I would find it inaccurate to say Collier or Bender work for this company, rather with them to manufacture what they love.

With a great product comes a phase in branding where artists can thrive. More members of the Roy-Pitz team are Hauk Designs and Ed Rotz Who

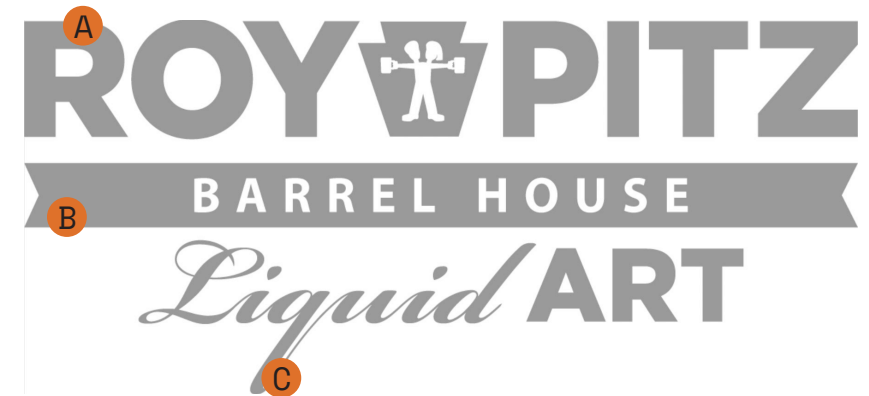
are responsible for the metal work and carpentry within the establishment. During one of my visits to Roy-pitz I noticed a branded logo on the face of a high top table, a simple yet effective way of Rotz signing his impact in this brand. Aesthetically artist Will Hemsley has murals and paintings covering the interior of their location in Philadelphia. Glass blower Kevin Beecher has his work on high shelves which are difficult to not notice. They are dragon-like abstractions made from the bottles of Roy-pitz beer. This is all possible because of Ryan Richards and Jesse Rotz. Two friends who have known each other their entire lives. The rest was history leading to a brewing company with over 20 World Beer championships and a community based brand displaying passion and creativity.



## The Roy-Pitz Logo

Body: Roy-Pitz Barrel House has a conventional logo capable of being recognized in multiple formats. Their main Logo on page B begins to show how ambitious this brand is. You can break this logo into three elements, A: bold san serif text, B: classical brewery imagery (riddon) C: script text. This is busy, but Roy-Pitz appear to be aware of this and use their main logo tastefully appearing on menus, business cards and some merchandise

The Roy Pitz logo is a good example of how an identifier could be manipulated into slightly different variants. A simplified variant, like on page A or their beer glasses shown on page ##, leads to a “catch and go” experience rather than “behold our logo”.



A

Bold San serif text, emphasized with contrasting script. Functionally this logo is saying ROY-PITZ! Which is appropriate based on the brewery experience.

B

Symbolism and rustic iconography is common in the brewing industry. While this style is seemingly decreasing I appreciate this bit has homage to the more familiar brewery esthetic.1

*I encourage looking up "Vintage Brewery logo" to have the classical aesthetic more evident when viewing Roy-Pitz.*

C

Script fonts are impactful immediately there is a scene of elegance. This is ambitious for the brewery scene but perfect in regards to Roy-Pitz's involvement in the creative community. This feels like an addition to their logo, which I love because of their many local artist additions found within their establishment.



009d4d







Their mission is to share a philosophy of a passionate fulfilling life, through the art of crafting quality the employment of good people. beers, hard work and the employment of good people.

Menu

In 2019 the entire food industry was impacted by COVID 19. A result most noticeably when visiting many restaurants in 2022 are QR codes. These enable the user or customer to immediately access a digital link by physically scanning an image (QR) with a smart device's camera. At Roy-Pitz the experience is sitting down, scanning and ordering. Their entire menu is available immediately and by far my most familiar and appreciated menu format when visiting any brewery.

As mentioned before breweries have an experience where trying something new is a major appeal. That said, ingesting something just on its name is uncomfortable. Roy-Pitz does this right by showing every single thing you would need to know about a craft beer, allergy or price.

To highlight the specifics: A: The category of Beer B: Who and where its made C The ABV D: A description E: various size and price options. With all this

information being provided their needs to be hierarchy, the Roy-Pitz Menu has the important information bold and the descriptive details italicized and smaller.

A

Beers have categories which is the primary factor determining what a customer would order. The menu is categorized showing all their IPA & Pale Ales together for example.

B

Craft Beer enthusiast become familiar with breweries. Recognizing a memorable beer or manufacturer is an interesting factor when interested in trying something new.

C

Showing a beers ABV (Alcohol by Volume) is an industry standard. This number essentially determines how strong the beverage will be. This is a major influence when ordering a drink. For safety, interest, preference or experiment the ABV is a necessity.

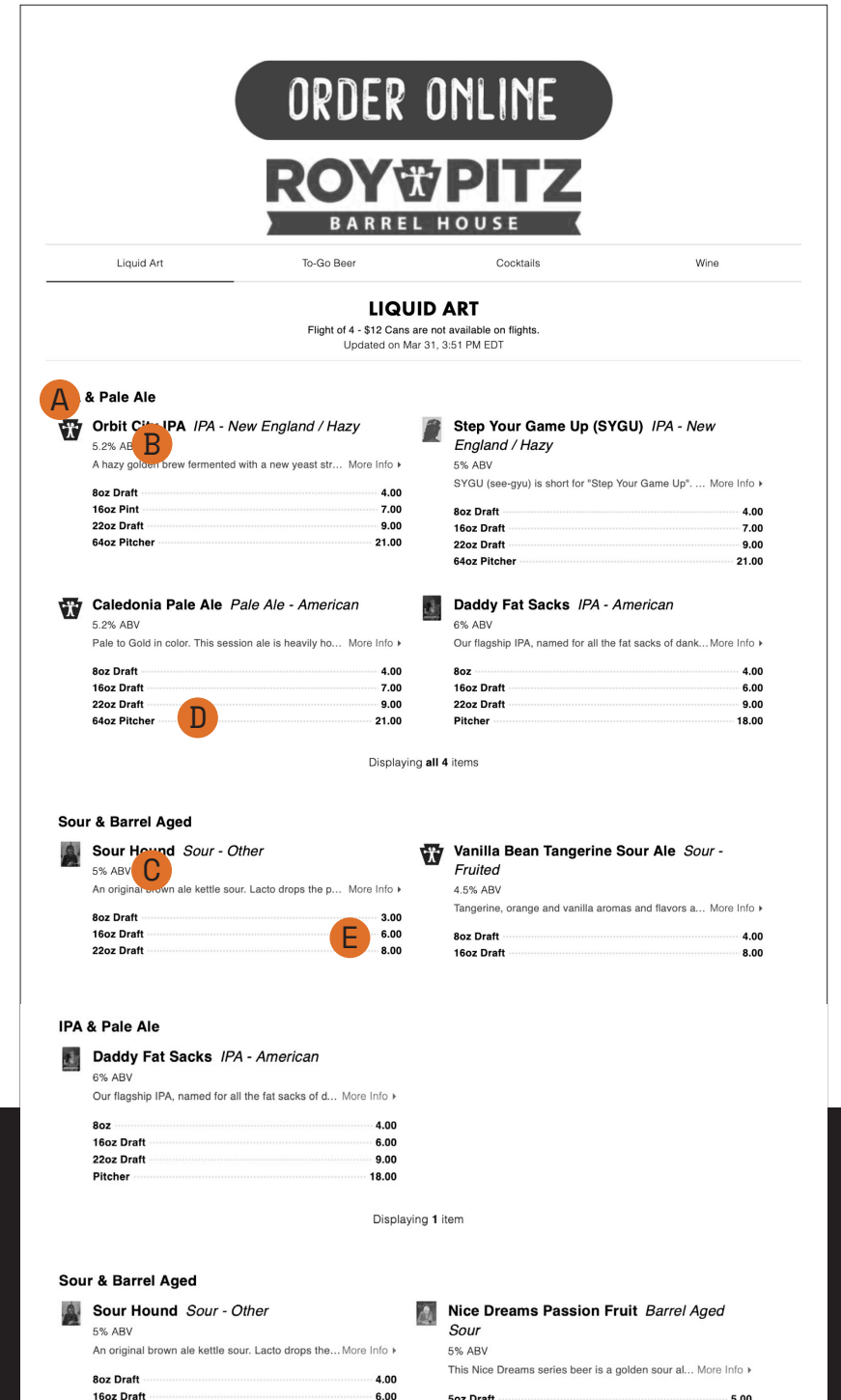
D

Roy-Pitz provides a quality description of their available drinks. This is not on every brewery menu and the quality of writing fluctuates.

E

Verity is everything, allowing a customer with more options can expand their interest in the entirety of a menu rather than their established favorite.

The Roy-Pitz menu is function over form. I appreciate this because a menu has a function, you are meant to use it then lose it. I can understand the interest in a masterful beautiful menu but will rarely consider one brewery over another because of their stylized menu. Xereped



### Image and Cans

A brewery's cans, bottles and Taps are the spotlight of the brand. Ultimately they are producing a product to be sold and want to market it in the best way possible. A beauty in craft beer products is their bare limitations, the bare minimum of information required is the brewery's logo & FDA information. These objects are very unique canvases for art, they are typically rounded and or three dimensional resulting in only some of the design visible at a time. The brewing scene is loaded with unique ideas, styles, strategies and original work. Roy-Pitz is involved with the Philadelphia creative community, during a non formal visit I was able to meet their front end manager Emily Boyle. I asked about the tones of artwork, their barrels

were painted by celebrities, murals covering the walls where she said "we told the artist do whatever they want" and paintings were hung by an artist named Will Hensley. This appreciation for art in my opinion is their validation to use ambitious painting brand iconography. Each beer line is unique and worthy of an entire visual study themselves. This leads to the analysis of why these design strategies lead to such a successful experience. This analysis is on a beer line where a custom bottle, Box and Tap. A: the first identifier being a mascot B The second identifier being their established use of a script font C The use of their logo system D a introduction of a new idea with a pattern.



Roy-Pitz Barrel House



Image from roypitzliquidart.com

Image and Cans

### Mascot

Mascot Mascots are more than a greedy rabbit, anthropomorphizing an animal is recognisable. Similarly people themselves can be memorable by characteristics.

### Imagery

The use of this script font would be odd if it weren't for their established system. They already use fancy fonts, this is their identity.

### Font

C Mentioned earlier, their logo can be broken down. These pieces make the logo, the order in which someone sees them isn't a necessity. Simply fitting their iconography onto a vertical field is logical and available because of their dynamic system.

### Pattern

This pattern as far as I can tell during my research is not evident anywhere else. But there is some genius behind it. Their main logo uses the ribbon classical brewery style which is missing here. When zoomed in these small vector like drawings are in that same vintage artstyle. A full loop coincidence or thero design system.



## A. Main website

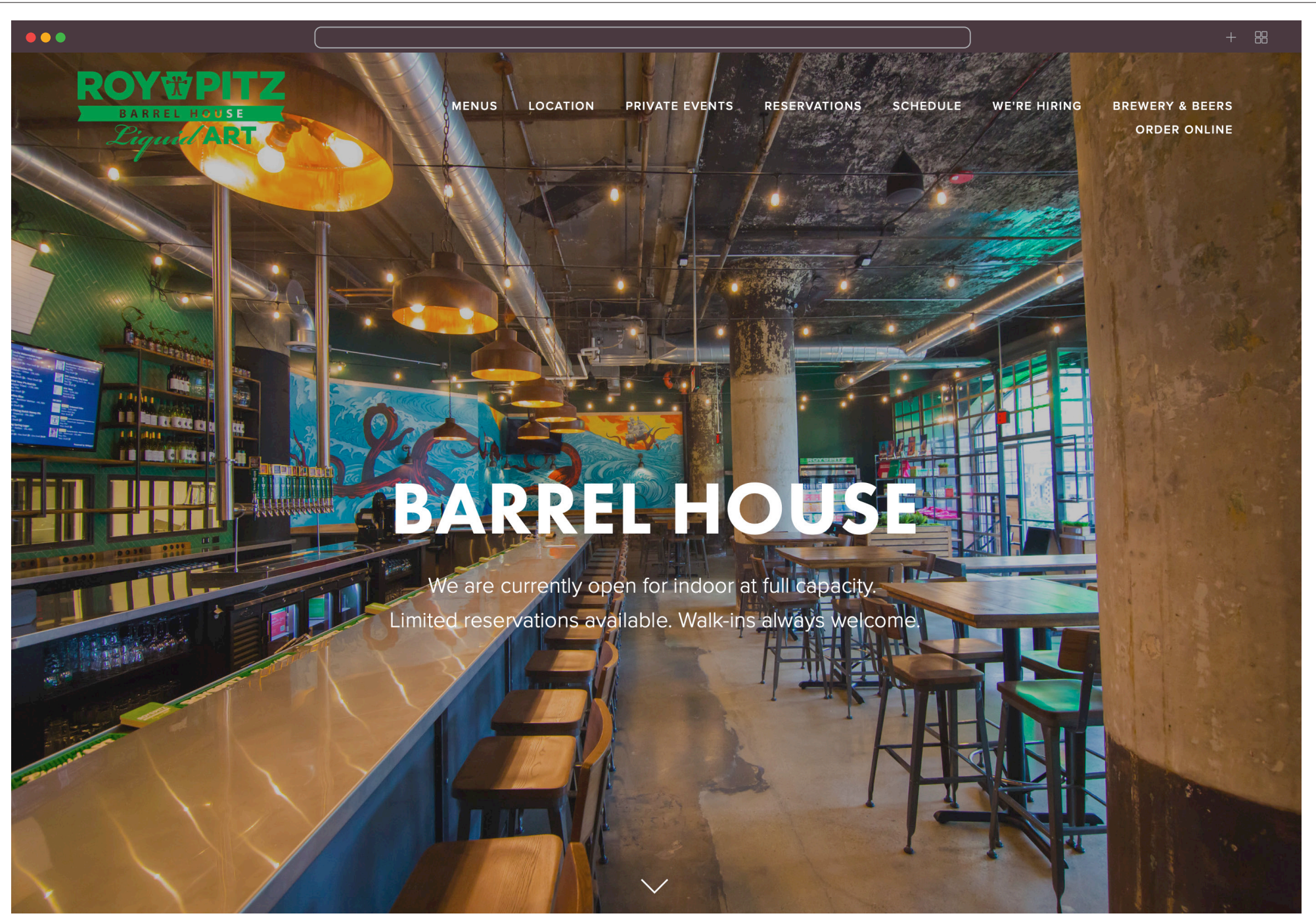


Image from roypitzbarrelhouse.com

### The Roy-Pitz Website

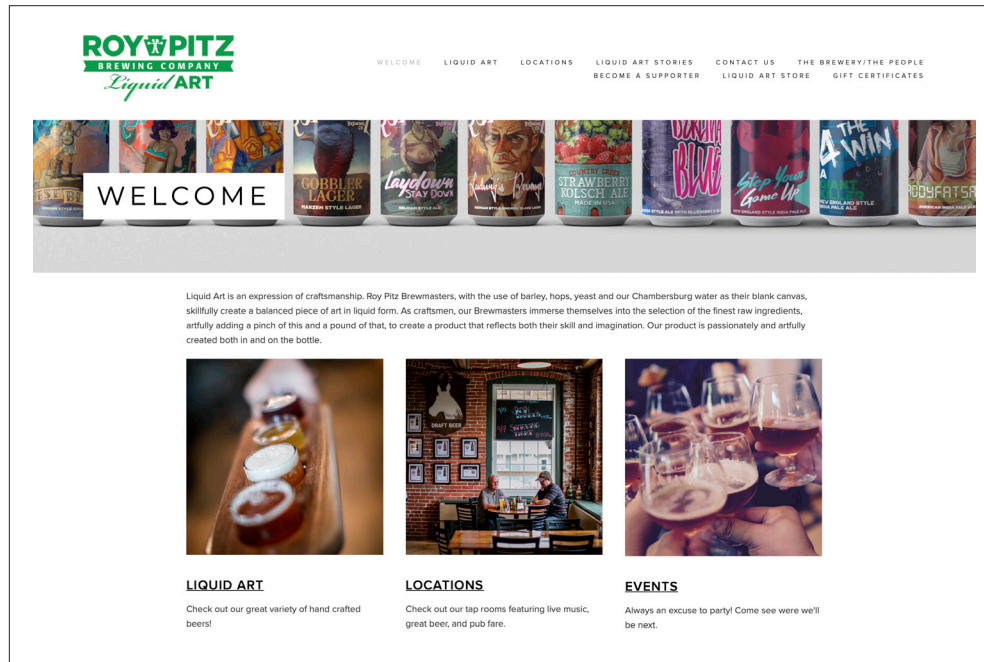
Body: Roy-Pitz appears to have three main websites, the first being for everyday function, menus, reservations, online orders (roypitzbarrelhouse.com). The second website functions as a more community based page with featured beers, locations and partner descriptions (Roypitz.com). The last is titled "Liquid Art" Where Roy-Pitz shares their partners and those responsible for the success of this brand (ourartissupportingyours.com)

The main website is an index(roypitzbarrelhouse.com). Why-ever you are there, the information is clear, menus are organized into categories as covered. Ther location page is simplified by an interactive map. Reservations and online orders are made through a third party, which I believe is an industry standard. Interactions like private events or job applications are streamlined with interactive text boxes.

The secondary site (roypitz.com). Is the background information. This page is great for thesis research and finding more information on Roy-pitz if needed. This website shares the same experience as their main, a canvas for their photography to really speak. A brand having such interesting cans and paintings has this ability to show them off tastefully, the website is digestible, organized and modern.



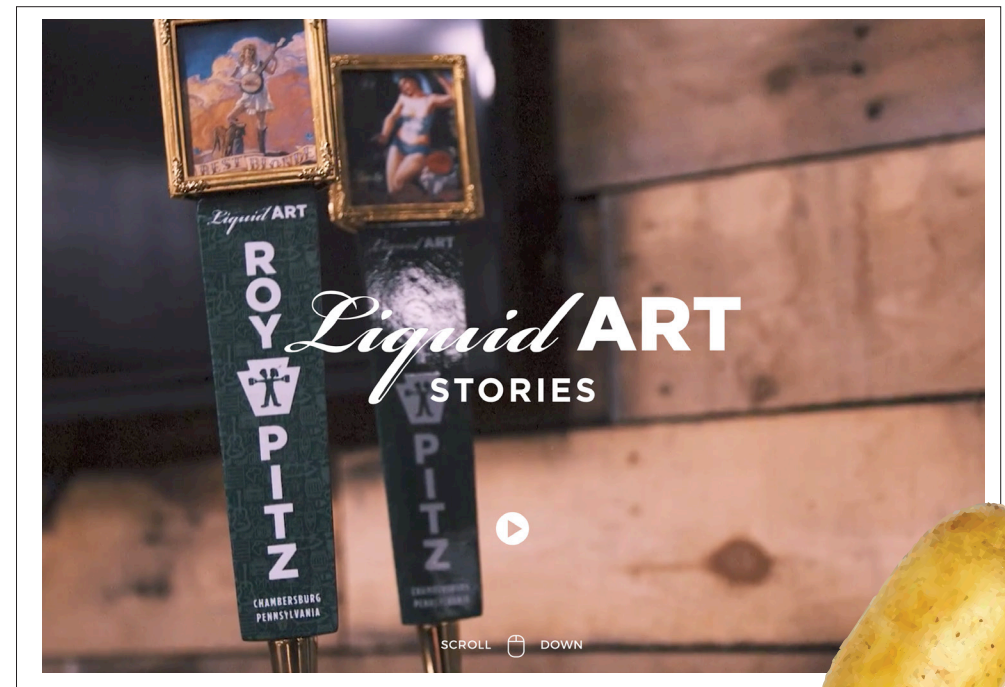
### B. Secondary Site



### Site 2

Roy-Pitz also has an online website (roypitzliquidart.com). Glasses, cozzys and can openers of course. A very interesting design choice is how their beers are previewed with a picture of the can/bottles art rather than a picture of a case

### C. Background Story Site



### Site 3

The third site (ourartissupportingyours.com) is an interactive documentary where again Roy-Pitz is allowing their audience to see how and why Roy-Pitz is special. Their documentary style site shares almost the entire Roy-Pitz experience from front end to back end in the restaurant / brewery industry.

# Urban Village Brewing Co.

1001 N 2nd st  
Philadelphia PA 19123  
267-687-1961

## NORTHERN LIBERTIES



### The Town Brewery

Urban Village Brewing Company is another way in which a brand can be individual yet fit within the brewing industry. Their branding is old school, their product, location and customers do the talking for this brewery. Urban Village is a community based restaurant located in northern liberties a commercial and residential area which is continuing to develop currently in 2022.

Head Brewer and Owner Dave Goldman says “I think it’s a good feeling that i’m right here, i don’t live far away, my partners don’t live far away, the people who consume it don’t live far away, there is a good chance many of us will know one another. I like that experience. I think that’s cool, I mean that’s what I enjoy, that’s why I did it”. General manager and Owner Tom Revelli has a background in food. He understands the dynamic between dinner

and a drink. Urban Village wouldn’t be accurately analyzed without mentioning their food quality. While different mediums cooking, brewing or designing we all understand the concept of mastering what you are good at then enabling our community to share the experience. Urban villages Brand is subtle. They know the quality of their product and prioritize the satisfaction and experience anyone would have when visiting. Where Roy-Pitz website is a module, Urban Villages website feels like the final product at the scale of a single module. That said their website is on brand, they have ads for music events and happy hours all under appropriate visual language. Their staff clothing is tasteful and quality with recognizable imagery and farmilaer merchandising.

After moderate research, my first visit to Urban Village was on a saturday

afternoon, while taking the market st line towards the water I was expecting a small establishment with a low key atmosphere. I was surprised to walk into a half outdoor, energetic experience with stimulating scenery and unsurprisingly great craft beer. My partner and I roughly estimated around 30 tables, a private event area, full box bar and merchandise at the door. Their brand was on every single pilsner, pint and flight glass. They of course were showing off their beautiful copper fermentors just past the bar. They have gender neutral bathrooms and their music has variety. In my notes I made sure to mention there were families there with young ones. On one table there was a younger group ordering one of every beer on a 3 ft flight bar and behind them was a mom helping her kid into a picnic bench. It was then I truly recognised that community sense.







Image taken by Conor Campbell

### The Urban Village Logo

Urban Village Brewing Company's logo thrives in an analytical situation such as this. Many know that a way of measuring a tree's life is by counting the rings formed within. But immediately I asked myself why the wood, what significance does the wood play, and while not backed up by the designers' confirmation, when visiting Urban Village wood is the atmosphere. modern yet rustic wooden tables, barrels beams are impossible to miss. Breaking this logo down into their raw elements A: the wood & pattern, B: The bold serif text, C: stylised script font. Simply removing A or C can make for a more versatile logo in merchandising.

In this image you can begin to see the different effects of including C the script font. The logo is more touch and go rather than in your face.



e3e7c7 f8aa1a 372d14

A

The Urban Village logo introduces this line pattern found on their website, digital menu and merchandising.

B

Much like Roy-Pitz Ribbon, this serif font appears to play into the vintage brewery aesthetic. Complementing by contrasting the decorative script text.

C

Script fonts are found in both Urban village and Roy-Pitz logo but not an industry necessity. The third brewery in this study lacks it for better or worse. The choice to have this text in the main logo is impactful, without it, which you will see shortly, you lose the scene of completion.

You can roughly estimate the age of a tree by determining the diameter of the trunk and multiplying by the space's average growth factor.





**URBAN  
VILLAGE**  
BREWING CO.



# Urban Village takes pride in the craft beer and brick oven pizza pairing concept, making changes seasonally, offering patrons different tasting experiences throughout the year.

A

A: there are inconsistencies within their typographies kerning 1 & leading 2. These tight spaces in moderation are harmless but when cumulated become identifiable and result in the busy result we see.

1. Kerning is the space created between two letters within a word or between two separate worlds.

2. leading is the space created between two layers of text, above and below the baseline of the letters.

B

Possibly intentional while adding the "TOGO BEER" list.

## Menu Critique

The Urban village menu is unlike Roy-Pitz in that it is a non-linear experience. When opening the menu you are exposed to everything, drinks and all. Roypitz categorizes their menu separately, you are directed either towards beer, food etc thru a navigation system. Urban village provides two developed pages containing their entire menu. This is a more familiar experience for a restaurant attendee. Aesthetically there is hierarchy with the use of color, font scale and stroke. Their menu is provided as a PDF accessible thru QR code in person or via their website. Because of the amount of information

needed when introducing the customer to a new beverage there is a space issue. While the Urban Village menu is busy it is in good taste, legible and contains all the information required, ABV, size options. The menu has connections to their brands visual language with the color use, specific fonts and language within their beverages descriptions. Artists at any level understand the impact of peer critique. The endless benefits with a big picture view heavily outweigh the slight discomfort of being criticized. That said, with the Urban Village menu there's room for critique that will go unnoticed and are unlikely to impact the brand

## COCKTAILS

**SPIKED HOT CHOCOLATE**.....12  
spiked with vodka & nocino

**MULLED CIDER**.....12  
warm spiced apple cider with boardroom rum

**HOT TODDY**.....12  
Whiskey

**WHISKEY SOUR** ..... 14  
kinsey whiskey, lemon juice, gomme syrup, burrata water, bitters served up in a coupe

**FRENCH 75** .....13  
rowhouse gin, prosecco, lemon & simple syrup

**PAN AM**..... 14  
mezcal, lemon juice, orange & bitter orange liqueur served on the rocks

**BOILER** .....12  
boardroom vodka, lime juice, simple syrup & babba's berry kombucha over ice

**LITTLE RED CORVETTE** .....13  
new liberty agave spirit, orange liqueur, hibiscus syrup, & rosemary served on the rocks

**STOOP SANGRIA** .....11  
mal

## DRAFT WINE

**CHARDONNAY** ..... 12  
PINNACLE RIDGE

**SAUVIGNON BLANC** .. 13  
GOTHAM PROJECT

**ROSE** ..... 13  
ALLEGRO WINERY

**MALBEC** ..... 13  
PINNACLE RIDGE

**SUPER TUSCAN**.....13  
ARTISAN CELLARS

**PIEDMONTE ROSSO**... 12  
ARTISAN CELLARS

## CIDER

**DRY CIDER** .....7  
ORIGINAL 13 CIDERWORKS  
/// PHILADLEPHIA, PA

## LAGERS

**AUDITION (PILSNER//ABV 6.1)**  
This crisp unfiltered pilsner is made exclusively with malts from one malt house. Each batch will audition a different one.  
16oz 6.5 | 8oz 4 | 4oz 2.5 | 32oz CRAWLER TOGO 11

**DOUBLE DUTCH BUS {DUTCH LAGER// ABV 4.9}**  
Made exclusively with PA's own Deer Creek Malthouse's pilsner, dutch & double dutch malts. the beer has a lot of malty character with a nutty nose & hints of smoke flavor.  
.5L STEIN 7 | 8oz 4 | 4oz 2.5 | 4 PACK TOGO 15

## SOUR

**POP GOSE THE WEASSEL (PASSIONFRUIT GOSE // ABV 6.0)**  
blended barrel aged gose with the addition of passion fruit. it has a touch of tartness, salt and fruit this blend is crisp and flavorful.  
12oz 7.5 | 8oz 3 | 4oz 2.5

## WITBIER

**{CASK} THELONIOUS (BELENDED WITBIER // ABV 6.0)**  
classic wit with nutmeg, peach puree and vanilla  
16oz 6.5 | 8oz 3 | 4oz 2.5

## HOPPY

**CPA (PALE ALE // ABV 5.)**  
one of our flagships, this single hopped pale ale is single hopped with Citra hops and lots of them! the pine and citrus forward notes give this pale ale IPA characteristic in a crusable package  
16oz 7.5 | 8oz 4 | 4oz 2.5 | 4 PACK TOGO 15

**CAPTAIN FANTASTIC (IPA // ABV 6.3)**  
This crisp hazy gem is brewed with wheat and oats and then DDH with Mosaic and Amarillo and is FAN..TASTIC  
14oz 7.5 | 8oz 4 | 4oz 3 | 32oz CRAWLER TOGO 11

**RYE BREAD {RYE IPA // ABV 7.0}**  
Drinks just as you imagine drinking rye bread would be. Hops, rye malt and caraway come together perfectly for this unique and delicious IPA  
16oz 7.5 | 8oz 4 | 4oz 2.5 | 4 PACK TOGO 15

**WRONG WAY (IPA // ABV 6.3)**  
Slightly hazy with a tropical and juicy flavor  
14oz 7.5 | 8oz 5 | 4oz 3 | 4 PACK TOGO 15

**SUPER VILLAIN (PA Edition) (IPA // ABV 6.5)**  
this version is made exclusively with malts from our good friends over at Deer Creek Malt House. Same recipe as the original, loads of oats and milk sugar with a nice hop blend of Vic Secret, Mosaic and Motueka pair up with this for a super juicy IPA  
14oz 7.5 | 8oz 5 | 4oz 3 | 4 PACK TOGO 15

**HONEY BADGER {IMPERIAL IPA // ABV 8.8}**  
Crisp and aromatic imperial ipa hopped with citra, simcoe, and amarillo  
12oz 7.5 | 8oz 5 | 4oz 3 | 4 PACK TOGO 15

## BIG

**RON BURGUNDY {SCOTCH ALE // ABV 8.0}**  
brewed with brown sugar, molasses and peated malt to give it a touch of caramel flavor and bit of smoke  
12oz 7.5 | 8oz 5 | 4oz 3 | 32oz CRAWLER TOGO 11

**OATIS {OATMEAL STOUT // ABV 6.0}**  
lots of flaked oats give a great mouthfeel and heavy roasty and chocolate flavors  
16oz 6.5 | 8oz 3 | 4oz 2.5  
32oz CRAWLER TOGO 11

**ALL IN {2X BLACK IPA // ABV 8.6}**  
heavy on both the roasted malts and the hops this beer has a lot of flavor! All the roasted chocolate flavor of a stout paired with all the hop flavor & aroma of an IPA  
12oz 7.5 | 8oz 4 | 4oz 3 | 4 PACK TOGO 15

## TOGO BEER

\$15 4 PACKS | \$79 CASES  
(TOGO PRICING ONLY)

- SUPER VILLAIN, NE IPA
- WRONG WAY, NE IPA
- ALL IN, 2X BLACK IPA
- DOUBLE DUTCH BUS, DUTCH LAGER
- HONEY BADGER, IMP. IPA
- RYE BREAD, RYE IPA

### Urban Village Cans

The Urban Village cans are one of the most inspiring factors of this thesis. Cans in this industry have become canvases. They are the primary recourse for a brewery's visual identity. The Urban Village cans would go head to head with any other breweries merchandising, period. Putting the quality of the work aside, the branding within these pieces of art need to be identifiable. This thesis is discussing their identity, rather than a design competition. The Urban Village can check all their brands boxes, while creating their own style which the other assets, website, ads, need to follow. Their cans carry recognisable imagery, text, color and patterns. While their cans lack their logo, they carry the city scenery identifiable to Urban Village. these cans speak for themselves and don't need an experienced artist to understand how branding is being executed.

2. leading is the space created between two layers of text, above and below the baseline of the letters.

### Urban Village "Wrong Way" Indian Pale Ale (IPA).



#### B Font

The Urban village has used their bold, serif font often and sometimes with a drop shadow. This makes for a good hierarchy within the title or name.

#### C Imagery

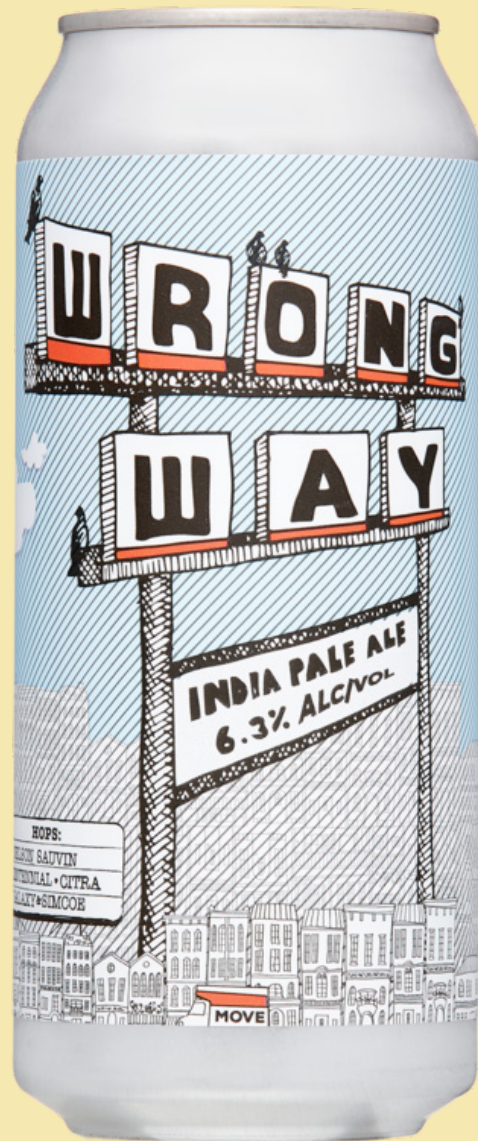
This illustration is found on most Urban Villages cans. Conceptually it is the urban village and functions as their logo.

#### A Mascot

A mascot is a form of an identifier, rather than a friendly tiger, this evil figure is meant to be the face of this drink.

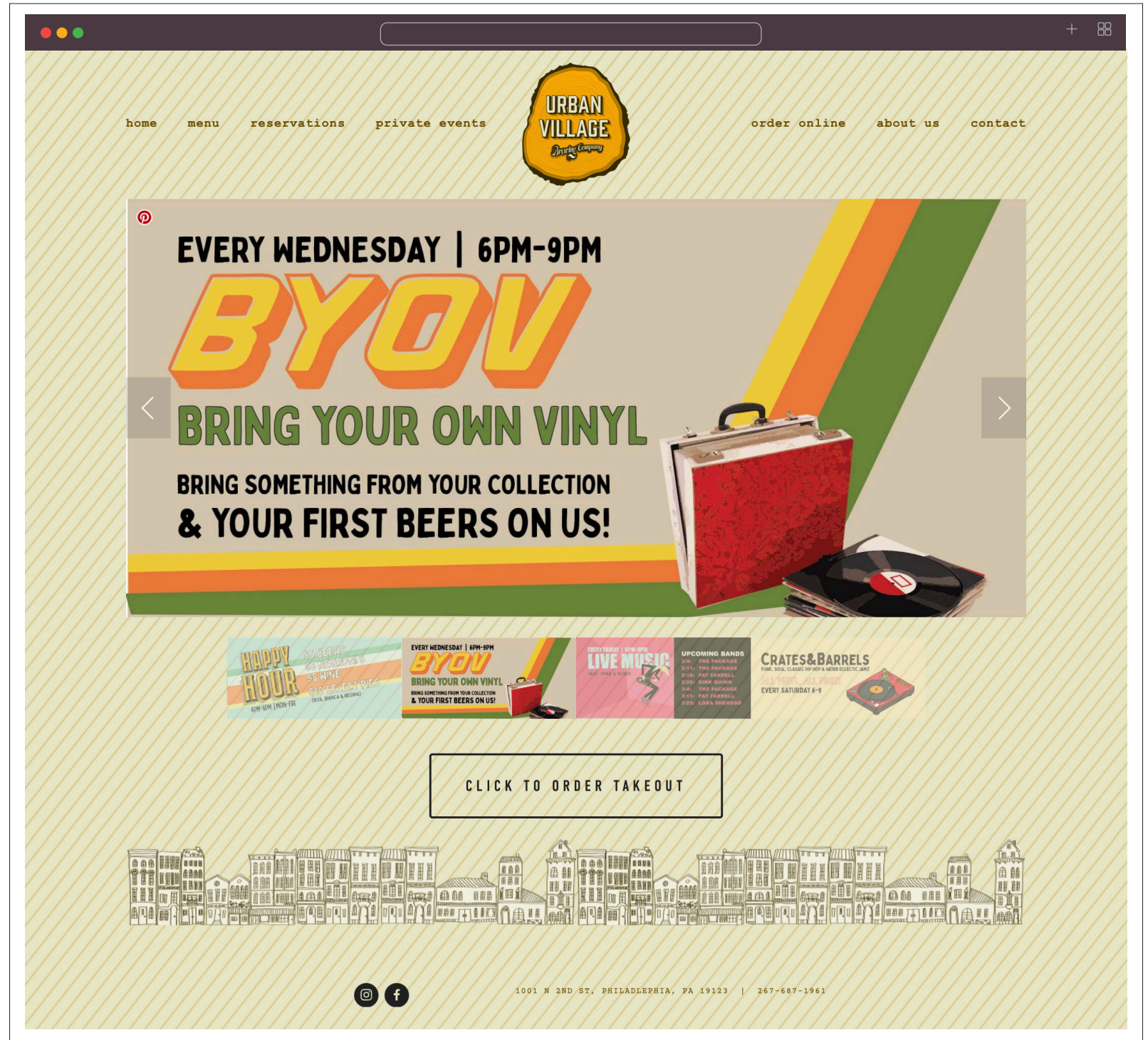


Urban Village "Wrong Way"  
Indian Pale Ale (IPA).



Urban Village "Fiddy Two"  
Indian Pale Ale (IPA).



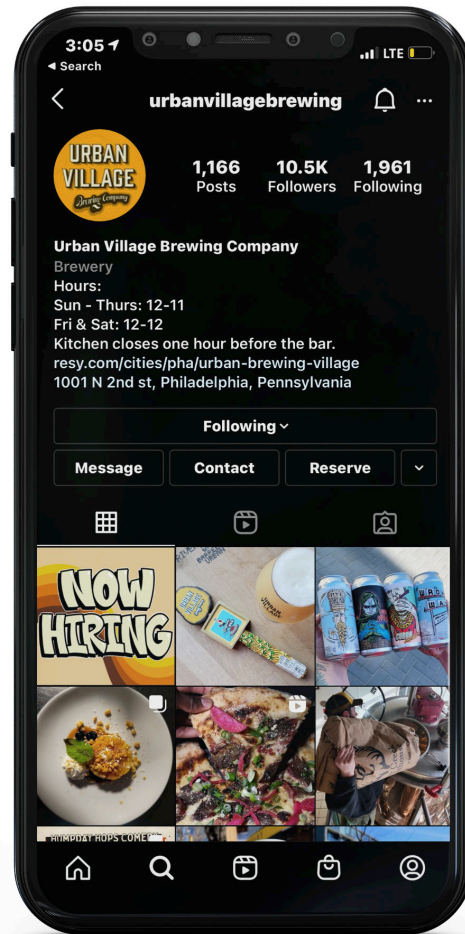


**The Urban Village Website**

The urban village website has multiple roles in their brand. The home page operates like a flier, cycling through their upcoming events and deals. The website itself is a navigation tool, it directs you to where you can make reservations, find their menu or order online through a third party, such as Toast, Inc. They website has where you can find them and their contact information. The Urban village website does carry a lot of their visual language. A: their brands angled line pattern, logo and B: monospace text found on their menu. C: The Village illustration. The main focal point that stands out is their lack of imagery on their website but this highlights D: the use of their social media accounts. Tem qui dero volupta tempos mo-

Toast Inc is a restaurant software service. They help businesses streamline their online variables, online ordering, merchandise shop etc. Toast inc does have expenses based on their plan but result in a more welcoming experience for smaller businesses that benefit from a web presence.

Image from urbanvillagebrewing.com



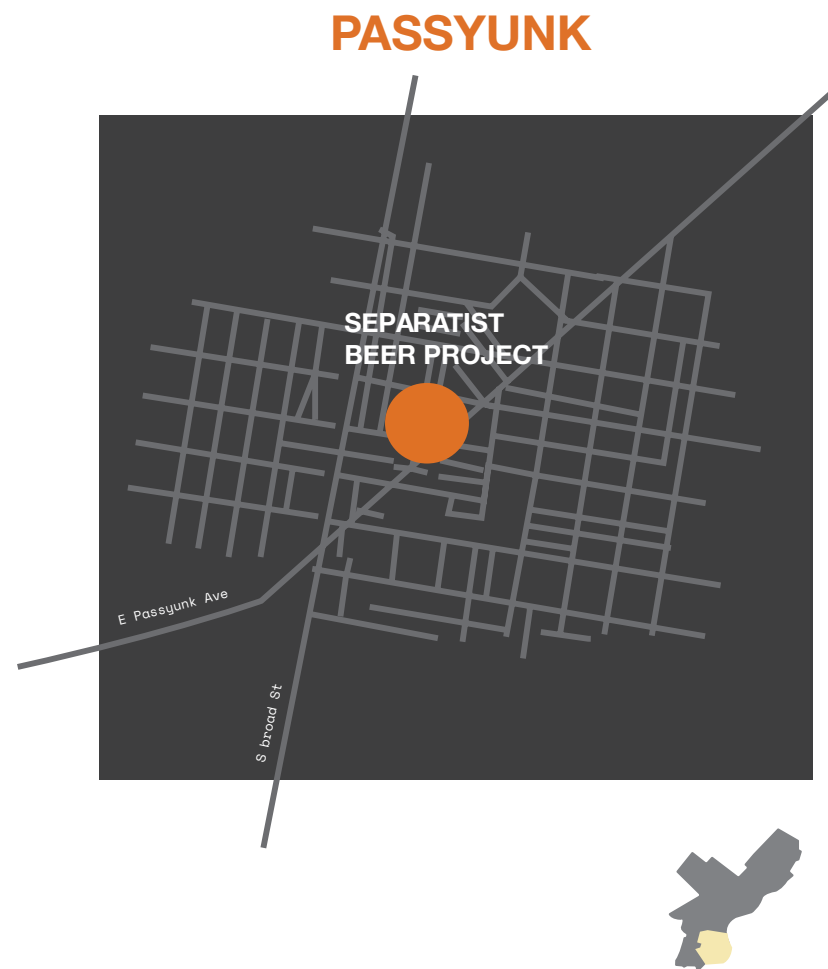
### Urban Village Social Media

This is where Urban Village puts all their marbles. Currently Urban Village has 10.5k followers on Instagram, which is over double that of Roy-Pitz. Urban village also has high quality images and videos which contrasts their laid back approach to a website. Follower count is not everything, but it does show where Urban Pillages pay attention, this does factor into how effective and present they are in this community they intend to serve. Without this well executed social media presence, It would be difficult to justify Urban Villages intent on being a community based brewing company

Very active and successful focal point of the brand. Enabling their community to contribute and have access to what Urban Village is all about.

# Separatist Beer Project

1646 S 12th St  
Philadelphia, PA 19123  
267-534-4879



### Modern Brewery Brand

Separatist Beer Project is one of the main inspirations of this project. Their brand should be a template for upcoming breweries. Their entire identity is in person or on social media and have a unique experience between both Roy-Pitz and Urban Village. While the blendery is currently closed to the public, Separatist Beer Project and many other breweries offer the experience of tasting their lines of beer within the process room itself. They have a bar in south Philadelphia, PA and a tasting location in Easton, PA. Separatist Beer Project does not share the same community brand strategy as Roy-Pitz. While they don't have an entire documentary series interviewing their production team and patterns they do share similar communal values. Their brand is one that takes time to experience and is not as simple as going

through their websites to understand them. Their brand is understood by spending time on their media pages, seeing how they post about their customers, deals and events. They post often, typically with high quality pictures, occasionally promotional but often candid moments within or outside their building. This brand strategy is great for appealing to the younger generation. While breweries themselves have a wide age range of customers there's always a benefit of committing to a more specific or unique audience.





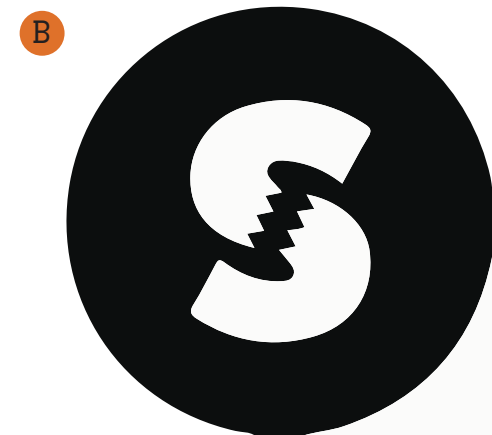
**Separatist Beer Project, is all about Hops, Lagerbier and Spontaneous Fermentation. From our classic, easy-drinking quintessential Cream Ale to our Wild Ale Blendery series we aim create the best beer possible.**

#### Separatist Beer Project Logo(s)

The main Separatist Beer Project Logo (A) features an eyeball illustration with stylized and bold caps text. It appears to be inspired by vintage brewery illustrations and is only mainly found on their website. Another logo of theirs (B) which carries no resemblance to the previous is found on their socials. It is a stylized S more modern and timeless like today's meta of logo graphics. They have one final logo (C) found on their cans along with logo B.

I mentioned earlier the diversity of a their identifier system and how a brand can carry different iterations to fit a

variety of formats. I don't believe these identifiers carry this system primarily because they don't share a visual language. That said they do operate in a planned manner, Logo B is compact and appropriate for media, watermark or any small conventional use. Logo C is the most stialised appearing to be made specifically for their beer cans. Logo A appears to be lost and contrasts the younger, modern brand which Separatist Beer Project appear to be pursuing.









Separatist Beer Project  
"Classic Cream " Cream Ale.

### The Cans

The Separatist Beer Project cans have a main label. This label has formatted information featuring Logo B, C and ingredients. Based on the brand's website and social media page I would image their cans to feature more imagery. I would categorize their beer cans' visual system with the words clean, pattern and symmetrical. Their cans have a safer essence to them when compared to Roy-Pitz or Urban Village, but are refreshingly different.

Separatist Beer Project  
"Good Good" Double Indian  
Pale Ale (IPA).





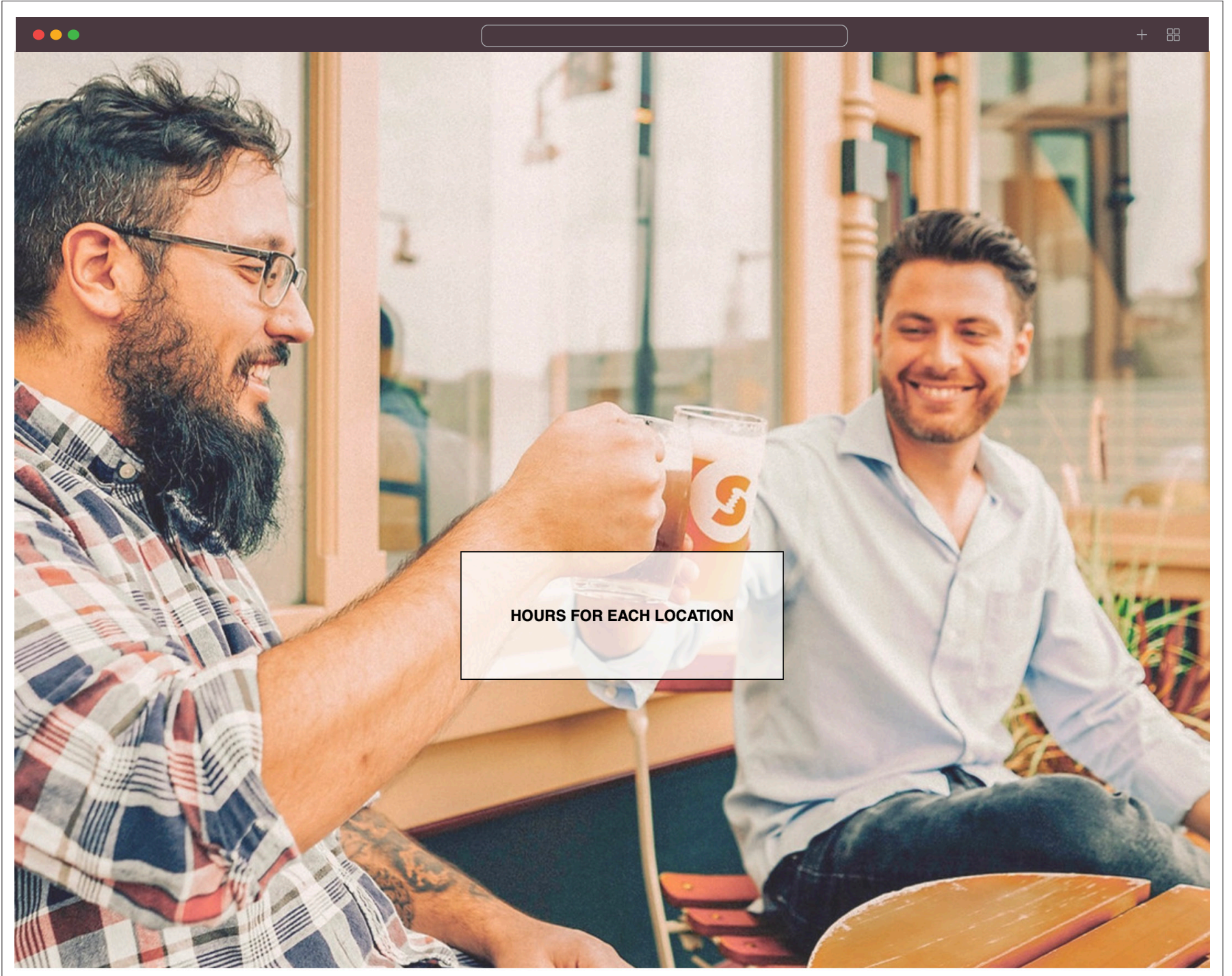


Image from separatistbeer.com

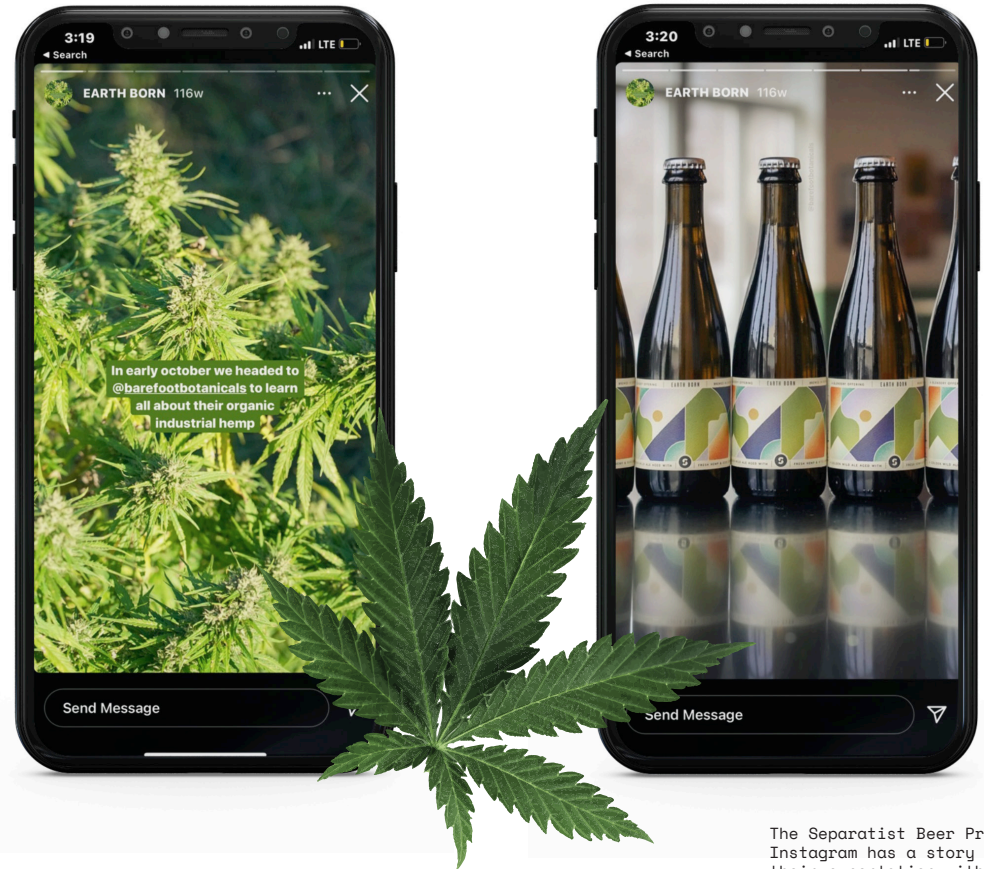
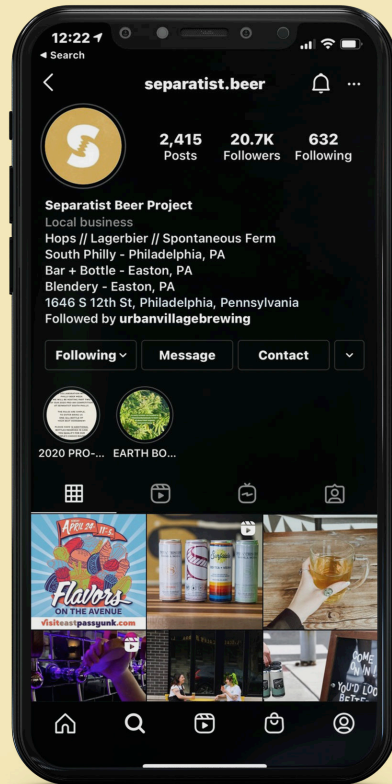
### Separatists Website

The Separatist Beer Project website is sleek, limited and photographic. The information provided is what would be expected, location hours and mission statement brief. The brand's language is present, sans serif, caps, bold text with limited color outside of imagery. Their website functions for the bare minimum, someone finds out about this brewery and is interested in where and when they can visit. This is similar to Urban Village's simple website strategy yet more so, not having online menus or ordering.



### Separatists Beer Project Socials

Separatists Beer Project is a social identity, their entire brand is being shown through their media pages on Instagram and Facebook. They currently have more followers than both Urban Village and Roy-Pitz combined. This is absolutely a viable strategy and a great way to appeal to a younger generation with their brand.



The Separatist Beer Project Instagram has a story sharing their exportation with hemp beer. They provide the final product as well as where and when they began this project.

4

**Findings**

So then..

### Roy-Pitz Barrel House

Roy-Pitz's brand is the most refined with their by artists for artists approach which is supported by their connectivity to their community. Their mini documentary series on their Liquid Art website and local artists' features exceed expectations for creating a family environment. Roy-Pitz Barrel House is transparent with who they are and what they do and present themselves as proud members of everyone involved. Their design represents them perfectly, clean and limited. Their design elements are function over form, acting as a frame for their illustrative appreciation. That said their brand does not carry that level of strength within their social practice, they are the most developed yet least active on their accounts compared to the other breweries in this breakdown.

### Urban Village Brewing Company

Urban Village's brand has a different method to feeling established. They have intentionally less developed areas such as their website, for conventional reasons. Their party ordering services are top of the line and a resource for businesses that have other top priorities. Their brand portrays themselves as more casual and a local joint. Their can designs carry this attitude with drawing style illustrations, they all share a similar comfort and casual name language. Their community values are present, live events and small video shorts on the owners background as an introduction between their personal and business sides. I've found that while Urban Village does value and fit within their community they have a commercialized experience. This could be the result from success, the need to step away from a personal brewery experience and begin a more restaurant focused brand.

### Separatists Beer Project

Separatist Beer Project's brand feels the most unique. They are the most active on social media and don't find value in having a staple website. Their background shorts and information are stories on Instagram. Their community is captured on the spot and posted on their page. Its difficult to be confused on who they are because people interested can look at the thousands of posts. Their design, while being unique is inconsistent, their website does not allude to their social presence and has an entirely different logo. Separatist is targeted to an audience active on socials meaning a younger audience, they are directed towards a small community of people who want a drink.

## Designed and Edited by

Conor Campbell

## Colophon

This project was completed in partial fulfillment of the requirements of DESN 402, Senior Studio II. In the Graphic Design Program at The University of the Arts, Spring 2022.

## Special Thanks

To my family for enabling this opportunity.

To the Uarts Faculty, for their time and dedication into my goals.

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